

News Release  
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## GE Medical Systems Helps Stanford Hospital And Clinics Boost Radiology Billings And Productivity

*Patient wait time reduced from two months to two days with \$8 million  
projected billing increase*

**CHICAGO** – Partnering with GE Medical Systems *Healthcare Services*, the Department of Radiology at California's Stanford University Medical Center recently announced that it has been able to substantially boost revenue and reduce outpatient wait time without adding new equipment. Stanford not only increased projected department gross billings by \$8 million, they also increased CT and MR revenue by over \$2.6 million and reduced CT outpatient appointment wait time from 6-8 weeks to 1-2 days.

The results are part of a broader and ambitious three-year digitization and improvement initiative launched in May 2000. Using GE's approach to change management and Six Sigma quality methodology, the goal was to move Stanford's 594-bed adult hospital, a children's medical center and an outpatient facility to an all-digital or filmless imaging environment.

"Stanford prides itself on delivering high quality patient services through the use of state-of-the-art technology and innovative techniques," said Marcia Maihack, Director of Radiology. "Our MRI and CT departments are renowned for innovation, but we are always seeking to improve. With GE's Six Sigma process, we found opportunities to reduce our backlog and increase throughput both in CT and MR. Since implementing the changes, patients no longer wait weeks for an appointment."

The engagement at Stanford began with an innovative GE Medical Systems offering that combines comprehensive digital imaging technology, connectivity capabilities, support services, process improvements and financing solutions to ease the institution's transition from an analog to a digital imaging environment. In addition to Centricity™ Picture Archiving and Communications System (PACS), GE's offering includes a broad range of educational, service and financing solutions.

As Stanford sought to translate their digital vision into reality, they encountered several challenges as a natural outcome of instituting major change in any organization. The issues were addressed through the assistance of GE Medical Systems *Healthcare Services*' Performance Solutions team, who helped Stanford through the use of Six Sigma, Change Acceleration Process (CAP) and Work-Out™ techniques.

The rigor of Six Sigma and the expertise of the combined Stanford and GE teams enabled Stanford to complete several customized projects that led to impressive results, including faster report turnaround time and better throughput in the magnetic resonance imaging, computed tomography imaging, and computed radiography/orthopedics imaging areas.

“This engagement proves that we can indeed achieve major improvements in the delivery of patient care when we recognize the critical linkage between people, processes and technology,” said Paul Mirabella, President and CEO of GE Medical Systems - Americas and *Healthcare Services*. “Along with implementing Centricity PACS, Stanford has achieved measurable benefits and increased productivity from the use of Six Sigma, CAP and Work-Out™.”

“In an environment where our scarcest asset is people, due to a shortage of technologists and radiologists, I am delighted we were able to increase productivity and reap satisfaction from delivering better patient care,” said Gary Glazer, MD, Professor and Chairman, Department of Radiology. “Stanford’s goal is to seek additional opportunities for major improvement as the digital transformation of the department is completed this year.”

### **About GE Medical Systems *Healthcare Services***

GE Medical Systems *Healthcare Services* offers a broad portfolio of business and clinical solutions for healthcare providers. These products include asset, performance improvement, education and financial services designed to help healthcare providers improve quality, enhance performance, increase productivity and reduce costs. GE Medical Systems *Healthcare Services* is a business of GE Medical Systems, a \$9 billion

global leader in medical imaging and technology. Additional information about GE Medical Systems can be found at [www.gemedical.com](http://www.gemedical.com)